



WXYZ

ORDER

Print Date 09/14/12 Page 1 of 4

Flight Dates 10/23/12-10/29/12

Contract / Revision **310592** / **MDSCC**
Original Date / Revision **Agency Com** **15%**
09/10/12 09/11/12
Billing Contact
Advertiser **Michigan Democratic State C** **1322 G St, SE**
Washington, DC 20003
Agency **Three Point Media**
Buying Contact **Sales Office** **EWSDC**
1322 G St, SE **Sales Region** **NAT**
Washington, DC 20003 **Agency Ref**

Order Sep 00:20:00
Estimate # 1601
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL PARTY
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	73	\$78,688.75	\$92,575.00	0.00	10/01/12	10/28/12	73	\$78,688.75	\$92,575.00
November 2012	15	\$15,852.50	\$18,650.00	0.00	10/29/12	10/29/12	15	\$15,852.50	\$18,650.00
Totals	88	\$94,541.25	\$111,225.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	73	\$78,688.75	\$92,575.00	0.00	10/01/12	10/28/12	73	\$78,688.75	\$92,575.00
November 2012	15	\$15,852.50	\$18,650.00	0.00	10/29/12	10/29/12	15	\$15,852.50	\$18,650.00
Totals	88	\$94,541.25	\$111,225.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
N 1	WXYZ	10/23/12	10/29/12	430 AM News 7 Action News This Morni		CM	430a-5a		11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/23/12		10/29/12		11111--		5		\$200.00		0.00								
N 2	WXYZ	10/23/12	10/29/12	5am News M-F 5am News M-F		CM	5-6am	M-F	11111--	:30	5	\$700.00	FX	0.00	NM	5	\$3,500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/23/12		10/29/12		11111--		5		\$700.00		0.00								
N 3	WXYZ	10/23/12	10/29/12	GMA M-F 7-9am M-F 7-9am		CM	7-9am	M-F	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00	



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Contract / Revision

310592

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 09/10/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Michigan Democratic State** Product **MDSCC**

Estimate # 1601



WXYZ

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Contract / Revision**310592**Flight Dates**10/23/12-10/29/12**Hiatus DatesOriginal Date / Revision

09/10/12 / 09/11/12

Order Sep 00:20:00Advertiser **Michigan Democratic State Product MDSCC**Estimate # **1601**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N15	WXYZ	10/23/12	10/29/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM		5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	11111--		5	\$1,800.00			0.00						
N16	WXYZ	10/23/12	10/29/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM		5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	11111--		5	\$2,000.00			0.00						
N17	WXYZ	10/23/12	10/29/12	ABC'S Wrld News TnghCM M-F 630-7pm	CM	630-7pm M-F	11111--	:30	4	\$2,300.00	FX	0.00	NM		4	\$9,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	11111--		4	\$2,300.00			0.00						
N18	WXYZ	10/23/12	10/29/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM		5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	11111--		5	\$2,000.00			0.00						
N19	WXYZ	10/27/12	10/27/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,600.00	FX	0.00	NM		1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	-----S-		1	\$1,600.00			0.00						
N20	WXYZ	10/28/12	10/28/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,400.00	FX	0.00	NM		1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	-----S		1	\$1,400.00			0.00						
N21	WXYZ	10/23/12	10/29/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11-1---	:30	3	\$2,500.00	P-2	0.00	NM		3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	11-1---		3	\$2,500.00			0.00						
N22	WXYZ	10/25/12	10/25/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	---T---	:30	1	\$4,000.00	P-2	0.00	NM		1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	---T---		1	\$4,000.00			0.00						
N23	WXYZ	10/23/12	10/29/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11111--		:30	5	\$750.00	FX	0.00	NM		5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	11111--		5	\$750.00			0.00						
N24	WXYZ	10/23/12	10/29/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM		5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	11111--		5	\$400.00			0.00						
N25	WXYZ	10/27/12	10/27/12	SA 1130p-1230a Sa Greys Anatomy	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM		1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	-----S-		1	\$250.00			0.00						
N26	WXYZ	10/27/12	10/27/12	SA 1a-2a SA 1a-2a	CM	1am-2am	-----S-	:30	1	\$175.00	P-3	0.00	NM		1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	-----S-		1	\$175.00			0.00						
N27	WXYZ	10/28/12	10/28/12	Sports Update 1130-12nCM SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM		1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	-----S		1	\$1,000.00			0.00						



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N27	WXYZ	10/28/12	10/28/12	Sports Update 1130-12nCM SU 1130p-12a		1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM		1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/23/12 10/29/12 -----S 1 \$1,000.00 0.00																
N28	WXYZ	10/28/12	10/28/12	SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM		1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/23/12 10/29/12 -----S 1 \$250.00 0.00																
N29	WXYZ	10/25/12	10/25/12	Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM		1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/23/12 10/29/12 ---T--- 1 \$4,000.00 0.00																
N30	WXYZ	10/26/12	10/26/12	Friday Prime B	CM	9-10pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM		1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/23/12 10/29/12 ----F-- 1 \$4,000.00 0.00																
N31	WXYZ	10/28/12	10/28/12	Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$4,000.00	P-3	0.00	NM		1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/23/12 10/29/12 -----S 1 \$4,000.00 0.00																
															Totals	88\$111,225.00